8-12-49

Vintage Festival Canasta Party

Do you already play canasta, would you like to brush up on your game, or will you stick to bridge? In any case there will be an opportunity to choose your course on Friday afternoon, August 19 from 1:30 to 5 p. m. Still flushed with the success of its Square Dance, the Valley of the Moon Vintage Festival Association is sponsoring another party. The popular resort, The Palms, has been chosen as the locale. According to Mrs. James McTaggart who is general chairman of the affair, a glamorous dessert will be served.

Tickets, which are $1.25 per person, may be obtained from Mrs. McTaggart, Mrs. Irving Shepard, The Trading Post, Simmon's Drug Store, Rozario's, or the Sonoma Valley Chamber of Commerce.

The most difficult part of canasta is trying to shuffle the double deck. Come and try it. There will be experts on hand to answer questions and help out.

The colors most legible at the greatest distance are yellow on black.

VINTAGE FESTIVAL PLANS SET

Noted for its fine wines and great history, Sonoma, will play host to countless guests on September 23, 24 and 25, when the third annual Valley of the Moon Vintage Festival will take place. This celebration which commemorates the birthplace of the California Wine Industry in Sonoma has grown from simple beginnings to become one of the most looked-forward-to events on the Northern California calendar.

Costume Dance

While most of the activities will take place on or near the historic Plaza in the center of town, the entire affair will start off with a costume dance at the Little Switzerland Inn at nearby El Verano. "Old Time" or "49'er" costumes are in order for this party, and one may expect to see Indians, dance-hall girls, and miners, as well as Spanish beauties. Mrs. James McTaggart wil direct this festive event.

Wine Display—Art Exhibit

Saturday at 10 a. m. concessions and displays on the Plaza open their doors. Since one of the great prides of the Sonoma Valley is the quality of both the wine and grapes produced here, there will be an extensive wine exhizit gathered together by Mr. Otto Teller. The display will include suggestions for the wine's use as well as information as to its making. Among the other exhibits will be the

(Continued on page 3)

64-8-9

Plans For Sonoma Vintage Festival Are Announced

(Continued from page one)

famous paintings by Chris Jorgensen of the California Missions—shown for the first time last year. A one-man show of watercolors by the prominent Sonoma artist, Orson Linn, will be another highlight. There will also be a hobby show with everything from model planes to orchids.

Special Booths

Many of the local service clubs and churches are planning food booths—one is featuring enchildas, another home-made apple pie and cheese. Nor have the children been forgotten. Pony rides and a pond where they may fish for prizes will keep them entertained. Mrs. John W. Cotton has arranged for the concessions and Mrs. Towle Bundschu is in charge of the fish pond.

Plaza Decorations

Mrs. Lorrin Tryon has planned the decoration for the Plaza. It will be in nearly California style, and in keeping with the vintage theme. Mr. Sal Argento is in charge of setting up the booths. Designed especially for this year's Festival, they are so attractive that many persons who have had a preview wish to purchase the units for garden houses or outdoor bars.

Store Window Displays

To complete the picture the stores around the Plaza are planning to display wares such as might have been sold in the nineteenth century. The window displays are under the direction of Mrs. Orson Linn. Mr. Dan Ruggles is arranging for musicians to play and sing from the many balconies of the adobe buildings. The streets will have strolling players and dancers.

Attractive Program

There will be a new and attractive cover for the program, according to Mrs. John Weiss, who has been working hard to insure a larger and more complete booklet than in previous years.

Variety of Entertainment

A variety of entertainment has been planned. A Children's Parade organized by Mrs. Clark Taylor will highlight festivities early Saturday afternoon. Later "old-timers" may greet their friends from comfortable rocking chairs on the Plaza lawn at a reunion. Mrs. Charles Cooke, official hostess for the Festival, will arrange for this reunion. At 5 p. m. on both Saturday and Sunday in the Open Air Theater a fashion show, pictures of the past, will delight all who come to see it. Mrs. Neal Dodge, who directed last year's most successful counterpart, will again produce this show. Mrs. Paul Hansen is in charge of the Historic Wedding Procession which will draw spectators to the Mission San Francisco Solano de Sonoma at 7:30 on both nights. Based on the real-life double wedding of General M. G. Vallejo's daughters, Jovita and Natalia, to Agoston Haraszthy's sons, the replica will feature authentic costumes and vehicles together with a narrative. Following the wedding procession, one may choose to folk dance on the Plaza, attend a trick riding show under the auspices of the Veterans of Foreign Wars, or on Saturday night only, a Festival Dance at the Sebastiani Hall.

Open House At Wineries

Open House at the wineries will particularly interest excursionists to Sonoma. On Saturday and Sunday afternoons between 3:00 and 4:30 several of the wineries will present special programs and tours.

Prizes To Be Awarded

The Festival will draw to a close Sunday night with the awarding of prizes for window decoration and costumes, and the announcement of the winner in the "Wine of the Month" contest. More will be heard about the contest at a later date.

Parade Co Under

ONLY THREE WEEKS AWAY!

1949 Vintage Festival Adding Color And Interest To Big Program; Everyone Is Working Hard

Like the ripening grapes of Sonoma Valley there will be a rich harvest and colorful program of events when the Valley of the Moon Vintage Festival throws open the portals of hospitable Sonoma Valley Sept. 23, 24, 25 with hundreds of visitors expected each day and evening. Sonoma's eight-acre plaza will be transformed into a gay esplanade; music will resound from balconies; parades will pass by and a wedding processional featuring the double wedding of the Gen. Vallejo daughters to Count Haraszthy's sons will be the old Mission area attraction. There will be art shows too and portraits of the past, a fashion show directed by clever Gladys Dodge.

Here is some inside information on the Festival just received via the grape vine:

Have you heard that the formal opening of the General H. H. Arnold Model Plane Exhibit will coincide with the opening of the Valley of the Moon Vintage Festival?

Have you heard that Mr. and Mrs. H. G. Makelim of Kenwood are graciously lending their authentic gypsy wagons to the Vintage Festival? They will be placed on the plaza, where they will house fortune tellers. Cleverly and realistically furnished, one boasts a bear ug from a bruin shot by Mr. Makelim himself.

Have you heard that the historical wedding procession to be presented on both Saturday and Sunday nights during the Festival at the Mission is based on historic fact? Mrs. August Sebastiani and Mrs. James Millerick will represent the Vallejo daughters with Mr. and Mrs. R. R. Emparan as General and Mrs. Vallejo. The roles of the Haraszthy grooms will be played by Jack Phillips and Lawrence Phinney. For a fur-

(Continued on page 5)

64-6-6

9-9-49

1949 Vintage Festival Adding Color And Interest To Big Program

(Continued from page one)

ther historical note, Lawrence Phinney's grandmother was born in Vallejo's Old Adobe near Petaluma. The Haraszthy parents will be played by Mrs. Nina Eberhardt and Mr. James McTaggart.

Have you heard that Sonomans owning horse-drawn vehicles are being urged to drive them into town during the Festival and tie up at hitching posts to add color?

Have you heard that all children are very specially invited to take part in the children's parade on Saturday, September 24 at 1:30? Contact Mrs. Clark Taylor, Sonoma 3341, or Mrs. Homer Bosse, Sonoma 2696.

Have you heard that the "Pictures of the Past" to be presented both Saturday and Sunday afternoons in the Open Air Theater on the Plaza will feature children in a tableau fashion show on Saturday and adults on Sunday?

Have you heard that the Old Timers' Reunion Committee is interested in getting together Sonomans from far and near? Anyone who has lived in Sonoma or gone to school here is most cordially invited to come and have a rocking chair at the reunion on the Plaza at 4:30 on Saturday, September 24, and at 4:00 on Sunday. For busy, long-time residents in the valley this will be a chance to catch up on the news. Those who wish to participate or anyone willing to act as host and hostess on the two afternoons are asked to get in touch with the Old Timers Reunion, in care of the Valley of the Moon Vintage Festival, Sonoma.

INSURE POULTRY PROFITS!

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L. S. SIMMONS
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Reasonable Rates

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Sonoma

9/9/45

9-16-49

Vintage Ball Friday Night Heralds Fete

Tickets are available now at the Chamber of Commerce Office for the opening gala costume dance on the night of September 23, at Little Switzerland. They may also be obtained from Vintage Festival committee members. Your costume may be funny or fancy, but do come to the best dance of the year. Supper will be served, and when you know that Mrs. James McTaggart is in charge of the party you may be sure it will be good.

Did you know that General H. H. Arnold himself will present his famous collection of model planes to the city? The ceremony will take place at 11:00 a. m. on Saturday, September 24 in front of the City Hall.

Did you know that the children will assemble for the Children's Parade at the Grammar School at 1:00 on Saturday, September 24? We all love a parade, so if you have no costume in mind here are some suggestions. Let boys come as Indians, cowboys or prospectors. Let girls have cast-off dresses and play lady. Let them enter their pets. The main thing is to be at the starting point on Saturday.

Did you know that bistros will be set up around the streets bordering the Plaza as part of the extensive Wine Display?

Did you know (and now you know, so don't forget) that Jane Lee will broadcast from the Swiss Hotel on Friday morning, September 23? Reservations for the 8:30 breakfast are going fast.

Did you know that the Old Timer's Reunion is going to be one of the high spots of the Festival with

(Continued on page seven)

9-16-49

E SONOMA INDEX-TRIBU

Vintage Festival

(Continued from page one)

long-time and former residents planning to attend. Among those who will be on hand are George Rogers of Yountville, Mr. and Mrs. Fred Ehrlich, Santa Rosa, Mrs. Grace Carmer Raney, Petaluma, Annie M. Cochran ,Oakland, Mr. and Mrs. O. L. Morton, Napa, Howard Knight, Santa Rosa, and Miss Alice Z. Howe, San Francisco.

Did you know that Percy Miller has planned the extensive Hobby Show? Those wishing to display their hobbies—knitting, sewing, model making, stamps, what have you—are asked to contact Mr. Miller at the State Home, Sonoma 5511.

Did you know that Mr. Hubert Peters will be the custodian of the Chris Jorgensen Paintings? His great knowledge of California history will add greatly to the enjoyment of visitors to the valley. The paintings will be shown in a specially decorated room at Vella's Ice Cream plant across from the Plaza.

9/10

There will be Roman riding, hurdle jumping, trick riding, drills and dancing, and to cap the climmax, one of the girls will ride five horses at once, spanning all five in a hair-raising bareback spectacle. Don't fail to see this high schooled troupe of registered white horses and their clever, dauntless young riders.

Festival Asociation Presents Community Chorus Sunday, 4 p. m.

At the open air theater in the Sonoma Plaza Sunday, September 18, the public will have the pleasure of hearing the Sonoma Community chorus through courtesy of the Sonoma Valley Festival Association.

Directed by Walter Bates of San Francisco, a distinguished musician and choral director, the Sonoma chorus will give a program in keeping with the spirit of the Vintage Festival. All music lovers are invited to attend. While there will be no charge for the plaza concert at 4 p. m., good will subscriptions may be sent to Mr. U. H. Scheiblich, treasurer of the Sonoma Valley Festival Association to further the fine enterprise of the community chorus and enable the organization to retain its eminent director, Mr. Bates.

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9-16-49

Thrill Riders Special Vintage Festival Event

An unique attraction has been added to the many already announced for the Vintage Festival. The Stoddards' All-Girl Thrill Riders will present their unusual and beautiful exhibition of dare-devil riding at the Sonoma Softball Park at eight o'clock Saturday night, Sept. 24th.

There will be Roman riding, hurdle jumping, trick riding, drills and dancing, and to cap the climmax, one of the girls will ride five horses at once, spanning all five in a hair-raising bareback spectacle. Don't fail to see this high schooled troupe of registered white horses and their clever, dauntless young riders.

Festival Asociation Presents Community Chorus Sunday, 4 p. m.

At the open air theater in the Sonoma Plaza Sunday, September 18, the public will have the pleasure of hearing the Sonoma Community chorus through courtesy of the Sonoma Valley Festival Association.

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9-23-49

THE SONOMA INDEX-TRIBUNE

9-23-49

SPECIAL PREVIEW ON OUTSKIRTS OF CITY

Motorists Will Get Vintage Festival Greeting At A and D

Mr. Alvin Guadagni, proprietor of the A. & D. Farmers' Market at the end of Broadway, will see to it that visitors to the Valley of the Moon get a real Vintage Festival welcome this weekend prior to entering Sonoma city.

Hhere's what Mr. Guadagni plans at his Broadway curve:

Extensive display of wines and grapes between trellis of grape foliage; 250 foot wire display on Broadway and 250 feet on the road leading east from the curve, where demijohns—gallons, flasks, original market baskets filled with grapes, imported baskets filled with local apples and pears will be hung to attract motorists' attention.

A large display of wine barrels from 5 to 300-gallon size, together with grape crusher and presses. Dressed up floater, 35 feet in length with display of Sonoma wines and Sonoma grapes, and a top platform where an amateur musician will play the accordion on Saturday and Sunday afternoons. Several girl attendants, together with the owner wil be dressed in Italian grape harvest costumes.

Several lengths of multi-colored lights will be hung, and flood lights focused on the wine and grape displays.

John Teeter Seriously Ill

John Teeter of Sonoma, prominent member of local Veterans' organizations, and a leader in youth recreation in the community, has been seriously ill since September 5th and is at the Sonoma Valley District Hospital here.

The former Marine of World War I was hampered in his recovery when he contracted pneumonia on top of his other illness. His many friends at the State Home where he is employed, and throughout this area wish him a speedy recovery.

Radio Stations Aired The Vintage Festival

The Valley of the Moon Vintage Festival was the theme of a broadcast Thursday of last week in San Francisco when Mrs. Celeste Murphy and Mrs. Jean Donnell were interviewed on the Women's Magazine of the Air hour.

The Napa station, KVON, (Paul Marcucci's) also alloted time to tell of the Festival, Virgil Jorgensen, Mrs. Gregory Jones and others participating.

This morning in Sonoma KNBC with San Francisco's clever Jane Lee will interview prominent participants and celebrities at the Swiss Hotel here during the breakfast hour, 8:30.

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9-23-49
E SONOMA INDEX-TRIBU

Good Neighbors Are These Napa Festival Workers

One of the most pleasant things to come out of the Vintage Festival this year has been the whole hearted generosity and cooperation of the Napa group under the enthusiastic leadership of Mr. Hubert Peter. Mr. Peter has not only written the script for the Vallejo-Haraszthy Wedding Pageant, but it directing it, and has made countless trips back and forth to make arrangements for properties and lights, and to rehearse the large group of local people who are in the cast.

Working with Mr. Peter (and also from Napa) are Charles Scott Jr., his assistant director, Douglas Boyer, stage manager, and John Fergusen, makeup director. Two of Napa's most talented artists, Miss Ivy Loeber, and Mr. Howard Gordon, will be the voices heard during the pageant. The Napa Folk dance group will dance at the Fiesta on the Mission lawn after the wedding.

It is gestures of friendship such as Mr. Peter and his generous aides that give heart to those in Sonoma who have worked so hard to make the Vintage Festival a success, and it is that spirit spread through our own community which will eventually make the Festival the spontaneous expression now developing.

interest in Sonoma Valley's problems [illegible]
Empire problems in general.

All Hail Bacchus! Vintage Giver

In many countries of the world the vintage season is celebrated with festivities and salute to Bacchus, god of the vine. Far back in mythology and in the Good Book we read of the virtues and importance of the juice of the grape, and in medicinal tomes we learn of the health-giving quality of good wine "for your stomach's sake."

The Sonoma Valley is indeed fortunate to be the soil favored above all others for the production of some of the best wine in the state and to have the distinction of being the cradle of the million-dollar wine industry of California. Historically Sonoma is important in the wine marts of the world where it is known as the place where Count Agoston Haraszthy first rooted his Zinfandels, and later thousands of choice cuttings from the most famous vineyards of Europe. Sonoma Valley soil proved the nursery for the entire state and every vine, even those from the most favored sections of France, Germany, Italy and Spain, flourished in our valley and hills.

What more fitting then that Sonoma should celebrate its grape harvest each year with a Vintage Festival and should salute our growers and the pioneer descendants, names that have and will be forever engraved upon the viticultural page. Not only have Sonoma growers in days gone by won gold and silver medals and awards in the greatest expositions here and abroad but they pioneered the way and displayed a stout spirit that may well be emulated by our present day winemen. Through hard work, pride and persistence and through scientific knowledge the finest wine in the world can be produced right here.

The public and consumers may cooperate in the effort of these and other wine producers by cultivating a taste for the best. Good taste includes the proper use of wine too, never the abuse of such a God-given natural beverage.

We should appreciate the competition at the California State Fair and at Wine Tastings where the judges are meticulous in their appraisement of various wines, and where an award is an honor and assurance. Sonoma Valley has again been recently honored for Pinot Noir and other wine, and grape brandy. Each year now there should come more honors to our growers and producers. Success to them and to the 1949 Festival!

9-23-49

9/23/49

D MISSION. FAMOUS FOR CLIMATE AND MINERAL SPRINGS.
O, GLEN ELLEN, ELDRIDGE, BUENA VISTA, VINEBURG, KENWOOD AND SCHELLVILLE

F., FRIDAY, SEPT. 23, 1949 TWELVE PAGES NO. 10

3rd Annual Valley Of The Moon Vintage Fete Opens Tomorrow

Several hundred Sonoma Valley folks, clad in costumes which bring back the nostalgic remembrances of years gone by and the Old World, will tonight at Little Switzerland sound the prelude to the Valley of the Moon's Third Annual Vintage Festival on Saturday and Sunday.

The costume dance promises to be a sellout for the third consecutive year, and wine punch, hearty food and the spirit of gaiety will add up to a festive evening—a fitting entre for the morrow's Vintage Festival.

Breakfast with Jane Lee of radio fame is a feature of this Friday morning.

At 10 a. m. tomorrow morning the strains of accordion music from a group of players in the plaza will "ring the curtain up" on 1949's biggest and best Vintage show.

Through wire dispatches, cities throughout the nation have heard that General H. H. "Hap" Arnold will present his rare collection of model airplanes—models dating back to the time of the Wright Brothers, up to the time of the jets and B-36; this big event takes place at 11 a. m. Saturday and will be preceded by a community chorus singing songs of the Air Forces. Flanked by high-ranking Air Force officers and Boy Scouts, Gen. Arnold will personally present the plane models to the city. Mayor King of Sonoma will accept them.

It will be "youth on parade" at 1:30 tomorrow afternoon when children of the valley once again dress up in their old time costumes for their proud march down the city's main streets—each hoping for a coveted prize. This appealing event was an outstanding feature last year.

Other Saturday highlights will be the presentation of awards won at the State Fair by Sonoma Valley wineries. This 2:45 p. m. presentation will be made by Supervisors James F. Lyttle, himself a former vineyardist in the valley, and a man that knows good wines. The "Pictures of the Past" in miniature at the open air theater in the Plaza, historic wedding procession to the Mission, Thrill-Rider Horse show at the ball park, street dance and the Festival Dance at Sebastiani Hall

(Continued on page seven)

9/23

9/23

Vintage Festival

(Continued from page one)

will be other Saturday features.

The booths, home concessions of every kind in the Plaza will be colorful. A fine wine display in the Pinelli building along First St. East will be featured. The outstanding Chris Jorgensen Mission paintings will be exhibited in the Vella creamery building. Pony rides, directed by Mrs. Joe Felder will be a favorite with the children.

There will be a variety of strolling musicians — featured will be the famous Alexander brothers with Valenzuela. There will be music from the balconies. A community chorus will sing at 4:30 at the Old Timers' Reunion in the plaza rose garden.

On Sunday, as well as Saturday, wineries wil hold open house, and a special attraction will be the Folk Dancing on the Plaza between 3:30 and 4:30 p. m. The Fashion Show Sunday promises to eclipse that of last year.

Sonoma merchants should be proud of their window displays. Nearly all the stores around or near the Plaza have taken on the look of long ago, with valuable possessions, relics and antiques loaned by lovers of the past. To many these window displays are the crowning attraction of the annual Festival, and from early morning to late in the evening visitors to our historic city may be found moving from window to window, thrilling to each new scene they come upon.

Further words could not possibly do justice to the two-day extravaganza. The thing to do is attend, bring your friends, and have Festival fun. Colorful programs will be on sale for 10 cents A concise program appears in the Index-Tribune special supplement in this issue.

The Sonoma Index-Tribune

SPECIAL EDITION — SONOMA, SONOMA CO., CALIF., FRIDAY, SEPT. 23, 1949 — EIGHT PAGES

ALBERT F. BEECHER

(Redmond inside Agent Photo)

Lake County Businessman who is President of the Redwood Empire Association, he will preside at 29th Annual Convention of the Association in Sonoma Valley, September 22-24.

SUCCESS TO THE 29th ANNUAL REDWOOD EMPIRE ASSOCIATION CONVENTION

(SEPT. 22-23-24, 1949)

AND

THE THIRD ANNUAL VALLEY OF THE MOON VINTAGE FESTIVAL

(SEPT. 23-24-25, 1949)

AUGUST L. PINELLI

1949 President of the Valley of the Moon Vintage Festival, Inc., is August L. Pinelli, Sonoma business man and a leader in civic affairs.

R.E.A. Convention Program

FRIDAY, SEPT. 23rd

Publicity and Advertising Committee: Vice President H. S. Graham, Petaluma, Chairman. Secretary, Howard L. King, Healdsburg.

9:00 A. M.—**Aviation Unit.** Art Schilder, Ukiah, President. Secretary, Stanley C. Lowry, San Rafael.

9:00 A. M.—**County and District Fair Managers Conference and Technical Panel.** Dr. Joseph N. D. Hindley, Ferndale, Acting chairman.

9:30 A. M.—**Sightseeing Tour.** Details at Registration Desk.

10:00 A. M.—**Shoreline Highway Association.** Jack Sterling, S. F. and Fort Bragg, President. A. C. Pfefferkorn, Bolinas, Secretary.

12:00 Noon—**General Luncheon.** Open to all.
Dedicated to: County Supervisors and Commissioners and other County Officials; Officers and Directors Golden Gate Bridge and Highway District; City Officials.

1:45 P. M.—**Supervisors and Commissioners Informal Round-table Conference On Technical Subjects.** Presiding, Unit President T. Fred Bagshaw.

1:45 P. M.—**Chambers of Commerce Unit.** Thomas Grace, Santa Rosa, President. Mrs. Theresa Wetch, Sebastopol, Secretary.

Then: **Events and Celebrations Committee.** Vice President Clifford Bartlett of San Rafael, Chairman. Mrs. Theresa Wetch, Sebastopol, Secretary.

1:45 P. M.—**Annual Meetings—All Wayside Enterprise Groups:** Hotel-Resort Conference; Motor Court Unit; Garage and Service Station Unit; Restaurant, Cafe and Buffet Operators. Harold Eckart and Ed Freyer, presiding.

2:30-4:30 P. M.—**Ladies' Cocktail Party.** Fashion Show, old authentic costumes, courtesy Valley of the Moon Vintage Festival Assn. (Mrs. Neal Dodge, Director). Solos—Janice Wilson. String trio—"Memories of the Past."

3:00 P. M.—**Final Meeting: Retiring Executive Board.**

4:00 P. M.—**Final Meeting: Retiring Board of Directors.** President Beecher, presiding both Board meetings.

7:30 P. M.—**International Western Travel Dinner.** All invited, informal.
Toastmaster: Harry S. Graham, Traffic Manager Peta-

(Continued on page 2)

Vintage Festival Program

FRIDAY NIGHT, SEPT. 23rd

Opening Costume Dance at Little Switzerland.

SATURDAY, SEPT. 24th

10 a. m. to 9 p. m.
Booths and concessions in Plaza.
Window Displays around Plaza.
Wine Display in Plaza.
Formal Opening Gen. H. H. Arnold Model Airplane Exhibit, City Hall.
Special Exhibits: Chris Jorgensen Mission Paintings, (Vella's Creamery).
Hobby and Craft Exhibit.
Orson Linn Painting Exhibit, City Hall.
Pony Rides.
Children's Fish Pond—Prizes.
Music from Balconies. Strolling musicians in Plaza.

1:30 P. M.—Bacchus Opening Children's Parade.

2:00 P. M.-5:00 P. M.—Open House at Wineries:

2:45 P. M.—Presentation of Awards won by Sonoma Valley Wineries at 1949 California State Fair by Supervisor James Lyttle.

3:00 P. M.-4:30 P. M.—Pictures of the Past in Miniature—Open Air Theater.

4:30 P. M.-6:00 P. M.—Old Timers Reunion in Plaza.

7:30 P. M.—Historic Wedding Procession to Mission.

8:15 P. M.—Thrill-Rider Horse Spectacle in Baseball Park.

9:00 P. M.—Festival Dance—Sebastiani Hall.

SUNDAY, SEPT. 25th

10:00 A. M. to 9:00 P. M.—Same as Saturday.

11:00 P. M.—Church Services.

2:00 P. M. to 5:00 P. M.—Open House at Wineries.

2:00 P. M. to 3:30 P. M.—Pictures of the Past—Open Air Theater—Plaza.

3:30 P. M. to 4:30 P. M.—Folk Dancing Exhibition on Plaza.

4:00 P. M. to 6:00 P. M.—Old Timers' Reunion in Plaza.

7:30 P. M.—Historic Wedding Procession to Mission.

8:30 P. M.—Prize Awarding in front of City Hall. Drawing for Wine-of-the-Month.

8:30 P. M. on—Folk Dancing in Sebastiani Hall.

Special R.E.A. - Vintage Festival Edition

Old Timers Booth Popular During Fiesta

9-30-49

Meeting up with old timers of Sonoma Valley, reminiscing and sipping cold lemonade, were many pioneer descendants and former residents here for the Vintage Festival. Among these (not already mentioned in the Index-Tribune column) were Mr. and Mrs. Frank Groskopf of Santa Rosa, Rose Fisher Spegel of San Francisco, J. M. Arburua of San Francisco, Minnie Studley, Eureka, Mrs. Tom Cocoran, San Fran-

(Continued on page six)

Old Timers

(Continued from page one)

cisco, Mr. and Mrs. Roy Bill, Santa Rosa, Mrs. R. M. Sims and son. Howard Knight, Mr. and Mrs. Roy Smith (Bates), San Francisco, Mr. and Mrs. L. A. Burnell, Napa, Helen Kerner Wolf, San Francisco, Harry Carriger, Miss M. Linehan, San Francisco, F. F. Levy of San Francisco, H. Burmester, Petaluma, Mrs. Lulu Wells, San Leandro, Mrs. S. Gibbs, Chico, Mr. and Mrs. F. Bosch, Vallejo, John F. Harper Redwood City, R. Ronquette, San Francisco, Mr. and Mrs. E. H. Hills, Jr., San Francisco, Mr. and Mrs. F. N. Bacon, San Francisco.

9/30/49

9/30/49

9-30-49

Our Wineries Won Praise For Vintage Festival Hospitality

The 1949 Vintage Festival was a gala success and much of it was due to the open handed, generous hospitality dispensed by the wineries of Sebastiani, Bartholomew and Rossigneaux. Each day of the festival. visitors were invited to call and inspect the wineries and sample the choice vintages.

August Sebastiani, Mrs. Sabina McTaggart and their mother, Mrs. Samuele Sebastiani, greeted scores of visitors and entertained them most hospitably in the gardens of the lovely family home. The big cellars and huge casks were also visited by crowds each day and they learned first hand of the wine success of the late Samuele Sebastiani whose money was so liberally spent to make Sonoma a modern city of beautiful homes and places of recreation.

Buena Vista Visitors

Mr. and Mrs. Frank Bartholomew dispensed true California hospitality at their historic stone cellars in the Buena Vista rancho where Count Haraszthy began his wine saga of California in the early sixties. The rehabilitation of the tunnels and cellars on this property and the replanting and cultivation of the vines is making new history. Wine awards have already marked the success of Frank Bartholomew whose love of California history and fine wines may not yet be profitable but is certainly fascinating, the newspaperman admits.

Mr. Bartholomew's rebuilding of the three story stone cellars on his property made tunnels, galleries and cellars available to the Napa-Sonoma Wine Co. operated by Paul Rossigneaux. This firm moved to Buena Vista from San Francisco early this year and in true French fashion the sample room of this winery has been most artistically arranged for the reception of buyers, customers and visitors. A hundred or more people registered each hour at Buena Vista so Mr. Rossigneaux and aides were very busy people.

9/30 49

Vintage Ball Prize Winners Are Named

9-30-49

Winners of prizes at the Vintage Festival Ball held at Little Switzerland last Friday night were:

Mrs. Jeannie Abbott in grandmother's dress, and Mr. Gregory Jones, as a waiter (most appropriate for the period award). Dr. Richard McAleese and Mrs. John Williamson won second prize.

August Sebastiani in a "Mae West" woman's garb won the prize for the "funniest" costume. Best dance hall costumes were worn by Mrs. Jean Russ and Mrs. Dewey Donnell. Getting honorable mention were Mrs. William Black and Mrs. Edward Small.

D/30/48

Vallejo-Haraszthy Wedding of 1863 Theme of Festival Pageant; Local Cast Was Excellent

9-30-49

The double wedding in Sonoma of General Vallejo daughters Jovita and Natalia to the sons of Couat Agoston Haraszthy on June 1, 1863 was the theme of the pageant written and produced by Hubert Peters of Napa last Saturday and Sunday at the Mission San Francisco Solano de Sonoma for the Vintage Festival.

The opening scene showed Senora Luisa Vallejo Emparan ,Maidie Brown) talking with Rev. Father Albert O. P. (the part taken by that capable actor, Ralph Hotz) about the history of the Mission, the vineyards and the Vallejo family.

The wedding of Jovita and Natalia Vallejo to the Haraszthy brothers Arpad and Atilla, sons of Count Haraszthy, founder of the Buena Vista Viticultural Society was narrated, then as the lights faded, the wedding festivities scene was enacted as in the long ago.

The Indians were seen bringing in baskets of grapes and setting out wine for the wedding party and guests.

First to arrive at the Mission was Mrs. Vallejo (Julia Emparan) mother of the lovely brides (Mrs. James Millerick and Mrs. August Sebastiani). Then came Count and Mrs. Haraszthy (James McTaggart and Mrs. Fred Eberhardt), then the Vallejo sons, (Peter Quinn,

(Continued on page six)

Children's Vintage Parade

Over 400 happy children joined together Saturday afternoon to make the annual Vintage Festival children's parade an outstanding event of the gay week-end.

With Bacchus himself (Peter Narvaez) riding atop a wine cask drawn by a horse, at the head of the parade, the costumed kiddies, walking, riding or in some of the 30 floats which were entered, marched down Napa Street from the Grammar School, around the Plaza and back again to the school. The marching band of the high school provided rhythmic music for the parade.

Mrs. Clark Taylor, parade chairman, announced that four first prizes were awarded for individual costumes by judges. They went to Yvonne Johnson, dressed as a Chinese coolie; June Medros, a Mexican tortilla girl; Herbert Colby, seated in an old bathtub being scrubbed by his mother; and an unidentified young man in a peasant costume.

Thirty-five $1 merchandise orders were given by local merchants, [illegible] prizes and ribbons were pr[illegible]d.

9-30-49

9-30-49

Window Displays For Festival Outstanding; Prize Winners Named

The attractive displays in the stores around the Sonoma Plaza were again this year one of the outstanding highlights of the Vintage Festival. Scores of persons viewed the windows during the weekend of the fete and also during the week prior to the Festival.

The judging committee had a difficult time selecting the prize winners as all of the windows had merit. Some of them fell in all three judging classifications: most historic and most amusing.

Winner in the most historic class was the F. Mancuso Winery display in the Sonoma Furniture Mart. The window showed very old wine-making equipment—grape crusher, wine filter, funnel and one of the first wine presses used in Sonoma County. A brass wine tankard and mug set was over 200 years old.

The Ruggles' Variety Store window, decorated by Ruth McDonald won second prize in the most historic class. It depicted a mid-Victorian parlor room.

The G. H. Hotz window won first award for the most artistic display. A scene in the center window showed General M. G. Vallejo and Count Agostan Haraszthy toasting their children with wine prior to the famous wedding ceremony on the following day. Early pictures and records having to do with the Buena Vista Viticultural Society occupied another window.

The lovely gold glasses, trays and wax facial models with beautiful old lace won second prize for the L. S. Simmons window, decorated by Mrs. R. G. Nixon.

Most amusing window was judged to be that of the Mission Hardware Co., where a grape picker lay fast asleep in the vineyard with a jug of wine and bread at his side. All early implements used in wine making were shown in an adjoining window.

The Martinson Electric Co. window which showed old household items and bride in the midst of making her "first biscuits" won second prize in the most amusing class.

Other windows having nice displays were The Town Shop, Trading Post, Charlie's Tavern, Eraldi's, Prull's, Cash and Carry Cleaners, Lois' Dress Shop, F. Mosso, Johnnie's Tavern, Berman's, Richard O'Neil Studio, Sprouse-Reitz, DeLuxe Bakery, Sonoma Meat Market, Weller-Hopkins, R. Baines, Western Auto, Sundries Mart, Doretta's, W. J. Martin, Friberg's, Mission Radio, Hobby Shop, Sonoma Plumbing and Heating, Pioneer French Bakery, Cinderella Shop, DeLuxe Cleaners, Frank's Barber Shop, Catino's Shoe Repairing, Plaza Fountain, A. R. Grinstead, Homer Bosse, Jack Walton, El Dorado Hotel, H. Lourdeaux, Sonoma Valley Motor Parts, Emparan - Woods Agencies, Gene D. Moretton and Vogue Beauty Shop.

"Buddy" Hyatt Left For Hawaiian Islands

Edgar "Buddy" Hyatt, well-known Sonoma Valley youth and a member of the U. S. Navy air force, left here on Wednesday for his new base at Hickam Field in the Hawaiian Islands.

He has been here on a 30 day leave visiting with his parents Mr. and Mrs. Roy Hyatt of Vineburg and other relatives and friends.

pidly-developing industrial ac-ities in the east bay area. The idge discussion took place a-ard the army launch "Curtis" en civic leaders of Marin and noma counties accompanied udder and army engineer offi-ls on the tour.

Several alternative routes were ntioned for the project, among m one which would bring the rin end of the bridge to the n Rafael city limits. Brief stu-s of maps indicted no difficult gineering problems would have be overcome.

tice of Intention To gage In the Sale of coholic Beverages

Sept. 22, 1949

Whom It May Concern:

Notice is hereby given that fif-n days after the date posted, undersigned proposes to sell oholic beverages at these prem-s, described as follows:

Glen Ellen Road, one-fourth e south of Sonoma State Home, n Ellen, Sonoma Co.

Pursuant to such intention, the lersigned is applying to the te Board of Equalization for iance on original application of alcoholic beverage license (or nses) for these premises as lows:

On Sale Beer.

Anyone desiring to protest the iance of such licenses (s) may a verified protest with the te Board of Equalization at ramento, California, stating unds for denial as provided by . The premises are not now li-sed for the sale of alcoholic erages.

JAMES T. ELLIS
and RUTH G. ELLIS.

Notice to Creditors

the Superior Court of the State of California, In and for the County of Sonoma.

In the Matter of the Estate of RNESTO NIEL DIXON, also own as ERNESTO N. DIXON, ceased.

No. 19236.

NOTICE is hereby given by the derstand ETHYL SUSAN DIX-N, Administratrix of the Estate the above named deceased, to e creditors of and all persons ving claims against the said de-ased, to file them with the cessary vouchers, in the office the clerk of the above entitled urt, or to present them with necessary vouchers, to the un-signed at THE LAW OFFICE A. R. GRINSTEAD, FIRST REET EAST, SONOMA, CALI-

El Verano Mothers' Club Donate Three Radios

The El Verano Mothers' Club held their first meeting on Sept. 16th. The purpose of the meeting was to organize a program for the coming year and to elect officers. The officers are: President, Mrs. Williams; vice-president, Mrs. Corey; secretary, Mrs. Cliff. It was also decided to hold a country fair at the school on Nov. 18th. **The Mothers' Club presented three radios to be used in the classrooms.** The sets were assembled by Mr. Corey and Mr. Williams. The school and the student body express their sincere appreciation to these men men for their fine workmanship on the cabinets and the radio sets.

New Improvement

Work is now about complete on the new culvert covering the creek at the rear of the school. The work on the culvert was done by Hugo Cogo. The culvert will be covered over with fill which will add more play ground space to the school.

Escape Injury

John Lund, Jr. of MacArthur Street, Sonoma ,and a fellow passenger escaped serious injury early last Thursday morning when their 1948 Chevrolet sedan overturned a mile north of Sears Point.

The car was badly demolished, and was towed into the Norrbom garage here. According to Lund, he was forced off the road by an oncoming car and when swerving to avoid it, hit a soft shoulder and overturned.

SONOMA INDEX-TRIBUNE
Classified way is the paying way

could not be supplied during the war are still running strong.

However, the retail customer appears uncertain as to quality and future price trends and it seems to the bank, Giannini stated, that the situation could be substantially remedied by aggressive and resourceful salesmanship to convince the consumer that price levels are stabilizing and that high quality goods are now being offered at reasonable prices.

Malcolm Champlin Vacations In Europe

Attorney Malcolm Champlin is enjoying a vacation in Europe, having flown to Italy last week. He will tour Italy, France and Eire on his three-week absence from his Oakland law office.

All his travel will, of necessity, be by plane.

Mr. Champlin visited Europe twice before, as a Midshipman at Annapolis Naval Academy, but did not make the countries he is now visiting.

During his absence, Franklin Stark, his partner, and former assistants will keep the office going.

Malcolm is the younger son of the C. C. Champlins of Sonoma.

LOCAL ARTIST PAINTED PORTRAITS AT VINTAGE FESTIVAL

During the Vintage Festival portraits of several Sonoma people, painted by Marian Brackenridge, were shown at the City Hall.

She is a member of the San Francisco Women Artists, and a pupil of Ettore Cadorin, noted artist of Sonoma.

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